

NOTICE OF PROPOSED CLASS ACTION SETTLEMENT

IF YOU RECEIVED UNSOLICITED ADVERTISING FAXES FROM ITURAN FLORIDA CORP. d/b/a LIFETRAK (“ITURAN”), PLEASE READ THIS NOTICE CAREFULLY. IF YOU WISH TO BE PAID BENEFITS UNDER THIS SETTLEMENT, YOU MUST SUBMIT A PROOF OF CLAIM FORM AND DOCUMENTARY PROOF VERIFYING THE FAX NUMBER YOU USED IN JANUARY 2005, BY JUNE 24, 2015.

To All Members of the Following Class:

All individuals or businesses within Pennsylvania to whom Ituran sent or caused to be sent one or more faxes on January 17, 2005, and/or January 22, 2005.

I. WHY IS THIS NOTICE BEING SENT?

This notice is being sent to let people know that they may be eligible to receive their pro rata share of a Settlement Fund (described below in Paragraph III) under a proposed settlement of a class action lawsuit, if they submit a proof of claim form (“claim form”) and documentary proof verifying the fax number you used in January 2005, by June 24, 2015. The lawsuit is pending in the Court of Common Pleas of Philadelphia County. The hearing to approve the settlement will be held on January 28, 2015 at 12:00 p.m. before Judge Mary Colins, City Hall, Room 432, Philadelphia, PA, 19107.

II. WHAT IS THE LAWSUIT ABOUT?

Plaintiff The Barney Roth Company, Inc. (“Plaintiff”) sued Ituran, alleging that it received an unsolicited facsimile advertisement from Ituran and that the sending of this fax violated federal law, called the Federal Telephone Consumer Protection Act (“TCPA”). Plaintiff sought to represent a class of persons to whom Ituran sent unsolicited advertising facsimiles. Ituran denies these allegations but has agreed to settle to avoid the costs and uncertainties of litigation. Ituran will vigorously defend the lawsuit if the proposed settlement is not approved.

III. WHAT IS THE PROPOSED SETTLEMENT?

The parties to the lawsuit have agreed to settle after extensive negotiations and mediation. Under the proposed settlement, Ituran has agreed to pay a Settlement Fund up to the amount of \$50,000. The Settlement Fund will also cover reimbursement of reasonable costs of notice and administration incurred. After these amounts are deducted, each Class Member who submits a valid claim by June 24, 2015 will receive an equal share of the remaining funds up to the statutory maximum value prescribed under the TCPA, \$500. Your share of the settlement fund depends on how many Class Members submit claim forms. Notice is being sent to approximately 377 persons or entities. Therefore, if 100 of the Class Members submit a valid claim, you may expect to recover approximately \$500. If 200 of the Class Members submit a valid claim, you may expect to recover approximately \$250. The recovery to the Class Members is estimated and is subject to change based on the costs of notice and administration. Ituran has also agreed to separately pay up to \$25,000, which will cover an award to Plaintiff (\$1,000, in addition to its recovery as a Class Member), and attorneys' fees and costs.

IV. HOW DO I GET A PAYMENT?

If you are part of the class described above, complete and submit the claim form and documentary proof verifying the fax number you used in January 2005 to: Ituran TCPA

Litigation, c/o Strategic Claims Services, 600 North Jackson Street, Suite 3, Media, PA 19063.

Claim forms and documentary proof verifying the fax number you used in January 2005 must be postmarked by June 24, 2015.

V. WHAT AM I GIVING UP?

If the settlement becomes final and you have not timely excluded yourself or objected to the settlement, you will be releasing Ituran of any claims relating in any way to their sending of unsolicited advertising facsimiles in January, 2005. This release is more fully explained in paragraph 18 of the Class Action Settlement Agreement and Release (“Settlement Agreement”). The Settlement Agreement is available for inspection at <http://www.strategicclaims.net> or at the Office of the Prothonotary, Room 264, City Hall, Broad and Market Streets, Philadelphia, PA 19107 (you will need to reference case ID 050700530) or from Class Counsel during regular business hours.

VI. EXCLUDING YOURSELF FROM THE SETTLEMENT

You will be a member of the Class unless you exclude yourself from the Class. You need not take action to remain in the Class but you need to submit a claim form and documentary proof verifying the fax number you used in January 2005, by June 24, 2015 to be eligible to receive a payment.

If you want to keep the right to sue Ituran over the legal issues in this case, then you must take steps to get out of the settlement. This is called asking to be excluded from – or sometimes called “opting out” of the class.

To exclude yourself from the settlement, you must send a letter saying that you want to be excluded from the class in The Barney Roth

Company, Inc. v. Ituran Florida Corp. d/b/a Lifetrak. Be sure to include your name, signature, address, telephone number and the telephone number for the facsimile machine on which you believe you were sent the fax advertisement. Send your letter to Class Counsel at the address provided in paragraph VIII postmarked no later than January 14, 2015. If you opt out, you will not receive any payment from the Settlement Fund, you cannot object to the Settlement and you will not be bound by anything that happens in this lawsuit.

VII. OBJECTING TO THE SETTLEMENT.

Either on your own or through an attorney you hire, you can tell the Court that you do not agree with the settlement or some part of it. You must object and explain why you think the Court should not approve the settlement. To object, you must send a letter saying that you object to the settlement in The Barney Roth Company, Inc. v. Ituran Florida Corp. d/b/a Lifetrak. Be sure to include your name, signature, address, telephone number and the telephone number for the facsimile machine on which you believe you were sent the fax advertisement, a statement of your objection, an explanation of the reasons you object to the settlement and documentation, if any, to support your objection postmarked by January 14, 2015. If represented by an attorney, the name, address, bar number, and telephone number of your attorney must be provided. The Court will consider your views if you properly submit an objection on time.

Objecting is simply telling the Court that you do not like something about the settlement. You can ONLY object if you stay in the class. If you exclude yourself, you cannot object. Any objections or appearances must be filed with the Court and reference case ID 050700530 and be sent to Class Counsel at the address provided in paragraph VIII and Defendant’s Counsel at the following address:

Vlada Tasich
Marshall Dennehey Warner Coleman & Goggin
2000 Market Street, Suite 2300
Philadelphia, PA 19103
vxtasich@mdwcg.com
(215) 575-0856 (fax)

VIII. WHO REPRESENTS THE CLASS?

The Court has appointed the following law firm to represent you and other members of the Class in this lawsuit:

Cohen, Placitella & Roth, P.C.
Two Commerce Square,
2001 Market Street, Suite 2900
Philadelphia, PA 19103
www.cprlaw.com
215.567.6019 (fax)

This firm represents your interests in this lawsuit. You may contact them with any questions that you have about the lawsuit or the settlement. You do not have to pay the fees of Class Counsel. You may also hire your own attorney at your own cost to appear on your behalf.

IX. CAN I GET MORE INFORMATION?

This notice is intended only as a summary of the lawsuit and proposed settlement. It is not a complete statement of the lawsuit or the proposed settlement. You may inspect the pleadings and other papers (including the proposed Settlement Agreement) that have been filed in case ID: 050700530, at the Office of the Prothonotary, Room 264, City Hall, Broad and Market Streets, Philadelphia, PA 19107. The proposed Settlement Agreement also can be found on <http://www.strategicclaims.net>. If you have questions about this notice or the proposed settlement, you may contact Class Counsel at the address and phone number listed above.

DO NOT CONTACT THE COURT OR DEFENDANT FOR INFORMATION.

PROOF OF CLAIM FORM

THE BARNEY ROTH COMPANY, INC. v. ITURAN FLORIDA CORP. d/b/a "LIFETRAK"

**TO RECEIVE A PAYMENT UNDER THIS CLASS ACTION SETTLEMENT AGREEMENT AND
RELEASE, THIS CLAIM FORM MUST BE COMPLETED AND FAXED, EMAILED OR POSTMARKED
ON OR BEFORE JUNE 24, 2015 TO THE FOLLOWING ADDRESS:**

Ituran TCPA Litigation
c/o Strategic Claims Services
600 North Jackson Street, Suite 3
Media, PA 19063
info@strategicclaims.net
Fax: (610) 565-7985

In order for your claim to be processed you must complete every part of this section. The information provided will be treated as confidential. Any compensation provided in response to your claim will be issued to the name and street address you provide. Please print clearly in blue or black ink.

Fax number used in January, 2005: _____

Name of person or entity that subscribed to this fax number:

Current mailing address:

Address: _____

City/state: _____

Zip Code: _____

In order to validate your claim please provide documentary evidence that you or your company is the subscriber of the fax number you listed above. Acceptable documentary evidence would include, for example, a bill for the fax number.

By submitting this claim form, I am verifying that I and I alone own the facsimile machine and subscribed to the telephone facsimile number(s) identified above in January, 2005.

Signature:

Date:

**IT IS YOUR RESPONSIBILITY TO KEEP A CURRENT ADDRESS
ON FILE WITH THE SETTLEMENT ADMINISTRATOR**